

Rep Order# 6837950 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 105005

Last Received: 08/01/2012 11:52 AM Printed: 08/02/2012 9:25 AM

1 of 7

Station KSNV-TV LAS VEGAS, NV.
Advertiser () OBAMA FOR AMERICA
Product OBAM FOR AMERICA
Estimate# 1537
Buyer MAURA GILROY
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency CPT/P2/E 95/101/1537
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —
BARACK OBAMA FOR AMERICA SC=*

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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1	TU-F		5A-6A		:30	\$100.00	10/23-10/26	4	1	4	\$400.00	
				Buyline Comment: NEWS								
2	M		5A-6A		:30	\$100.00	10/29-10/29	1	1	1	\$100.00	
				Buyline Comment: NEWS								
3	TU-F		430A-459A		:30	\$50.00	10/23-10/26	4	1	1	4	\$200.00
				Buyline Comment: NEWS								
4	M		430A-459A		:30	\$50.00	10/29-10/29	1	1	1	\$50.00	
				Buyline Comment: NEWS								
5	TU-F		6A-7A		:30	\$190.00	10/23-10/26	4	1	1	4	\$760.00
				Buyline Comment: NEWS								
6	M		6A-7A		:30	\$190.00	10/29-10/29	1	1	1	\$190.00	
				Buyline Comment: NEWS								
7	TU-F		7A-9A		:30	\$250.00	10/23-10/26	8	1	8	\$2,000.00	
				Buyline Comment: TODAY SHOW								
8	M		7A-9A		:30	\$250.00	10/29-10/29	2	1	2	\$500.00	
				Buyline Comment: TODAY SHOW								
9	SA		6A-7A		:30	\$125.00	10/27-10/27	1	1	1	\$125.00	
				Buyline Comment: NEWS								
10	SA		7A-9A		:30	\$175.00	10/27-10/27	1	1	1	\$175.00	

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ECD Yes

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Showing Buylines: All Lines

							Traffic Order# 105005	Last Received:	Printed:
Station	KSNV-TV LAS VEGAS, NV.	Advertiser	(OBAMAFOR AMERICA)	Product	WASHINGON, DC 20007	Estimate#	Agency C/P1/P2/E 95/101/1537	Flight Dates 10/23/2012 - 10/29/2012	08/01/2012 11:52 AM
Buyer	MAURA GILROY	Phone#		Fax#			Salesperson Phone# 215-568-6540	Salesperson FAX# 215-568-1845	
LIN	Day	Time	Program	LEN	Rate	Dates	Spots/Week	# of Weeks	Total Spots
---	---	---	---	:30	\$125.00	10/29-10/29	1	1	\$125.00
22	M	12P-1230P	Buyline Comment: NEWS	:30	\$90.00	10/23-10/26	4	1	4
23	TU-F	1230P-1P	Buyline Comment: AGENDA	:30	\$90.00	10/23-10/26	4	1	\$360.00
24	M	1230P-1P	Buyline Comment: AGENDA	:30	\$90.00	10/29-10/29	1	1	\$90.00
25	TU-F	1P-2P	Buyline Comment: DAYS	:30	\$150.00	10/23-10/26	4	1	4
26	M	1P-2P	Buyline Comment: DAYS	:30	\$150.00	10/29-10/29	1	1	\$150.00
27	TU-F	2P-3P	Buyline Comment: DAYS	:30	\$100.00	10/23-10/26	4	1	4
28	M	2P-3P	Buyline Comment: DRS	:30	\$100.00	10/29-10/29	1	1	\$100.00
29	TU-F	3P-4P	Buyline Comment: PHIL	:30	\$150.00	10/23-10/26	4	1	\$600.00
30	M	3P-4P	Buyline Comment: PHIL	:30	\$150.00	10/29-10/29	1	1	\$150.00
31	TU-F	4P-5P	Buyline Comment: NEWS	:30	\$175.00	10/23-10/26	8	1	8
32	M	4P-5P	Buyline Comment: NEWS	:30	\$175.00	10/29-10/29	2	1	2

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Station	KSNV-TV LAS VEGAS, NV.	Advertiser	()OBAMA FOR AMERICA	Product	OBAM FOR AMERICA	Estimate#	1537	Hiatus Weeks	08/01/2012 11:52 AM
Fax#	Maura Gilroy	Phone#		Agency	() GMMB	Sales Office	() PHILADELPHIA	Salesperson	() AMY MCCREARY
L/T	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks
								Total Spots	Total Cost
---	---	---	---	---	:30	\$265.00	10/23-10/26	13	13
33	TU-F		5P-630P	Buyline Comment: NEWS	:30	\$265.00	10/23-10/26	13	\$3,445.00
34	M		5P-630P	Buyline Comment: NEWS	:30	\$265.00	10/29-10/29	2	2
35	SA		5P-630P	Buyline Comment: NEWS	:30	\$200.00	10/27-10/27	1	1
36	SU		830P-930P	Buyline Comment: NEWS AFTER NFL	:30	\$450.00	10/28-10/28	1	1
37	TU-F		630P-7P	Buyline Comment: JEOPARDY	:30	\$260.00	10/23-10/26	4	4
38	M		630P-7P	Buyline Comment: JEOPARDY	:30	\$260.00	10/29-10/29	1	1
39	TU-F		7P-730P	Buyline Comment: WHEEL	:30	\$260.00	10/23-10/26	4	4
40	M		7P-730P	Buyline Comment: WHEEL	:30	\$260.00	10/29-10/29	1	1
41	TU-F		730P-8P	Buyline Comment: FACE TO FACE	:30	\$150.00	10/23-10/26	4	4
42	M		730P-8P	Buyline Comment: FACE TO FACE	:30	\$150.00	10/29-10/29	1	1
43	SA		630P-7P	Buyline Comment: JEOPARDY	:30	\$175.00	10/27-10/27	1	1

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Advertiser () OBAM FOR AMERICA
Product 1537
Estimate# MAURA GILROY
Buyer Phone#
Fax#
LT In Day Time Program Len Rate Dates Spots/Week # o/w Total Spots
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Agency () GMMB 3050 K ST NW WASHINGTON DC 20007 Agency C/P/LP/Z/E 95/10/1/1537 Flight Dates 10/23/2012 - 10/29/2012 Hiatus Weeks
Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845
Daypart

Line	Buyline Comment:	Program	Len	Rate	Dates	Spots/Week	# o/w	Total Spots	Total Cost
56	SU 10P-11P		:30	\$350.00	10/28-10/28	1	1	1	\$350.00
57	TU-F 11P-1135P		:30	\$275.00	10/23-10/26	4	1	4	\$1,100.00
58	M 11P-1135P		:30	\$275.00	10/29-10/29	1	1	1	\$275.00
59	SA 11P-1135P		:30	\$285.00	10/27-10/27	1	1	1	\$285.00
60	SU 11P-1135P		:30	\$285.00	10/28-10/28	1	1	1	\$285.00
61	TU-F 1135P-1235A		:30	\$150.00	10/23-10/26	4	1	4	\$600.00
62	M 1135P-1235A		:30	\$150.00	10/29-10/29	1	1	1	\$150.00
63	TU-F 1235A-135A		:30	\$60.00	10/23-10/26	4	1	4	\$240.00
64	M 1235A-135A		:30	\$60.00	10/29-10/29	1	1	1	\$60.00
65	SA 1130P-1A		:30	\$400.00	10/27-10/27	1	1	1	\$400.00

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Advertiser () OBAMA FOR AMERICA
Product WASHINGTON, DC 20007
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3050 K ST NW
WASHINGTON, DC 20007
Agency C/P/UP2/E 95/101/1537
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
:30	\$90.00	10/28-10/28	1	1	1	\$90.00	

66 SU 1135P-12A
Buyline Comment: SPORTS NIGHT

—REPORT TOTALS—
Report Totals: 146 / \$35,095.00

—SALES MONTHLY TOTALS—

Oct 12: 121 / \$29,155.00
Sales Totals: 146 / \$35,095.00
Station Totals: 146 / \$35,095.00
Lines not sent/rclcd/rtrn: 0 / \$0.00

—COMPETITIVE—
Market Totals \$116,983
CATV 0% KBIR 0% KLAS 21% KSNV 30%
KTIV 14% RTUD 1% KVCM 5% KVMY 3% KVUU 26%
XXXX 0%

—COMPETITIVE COMMENTS—
SHARES ESTIMATED

Books NOV7/2
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EEE 8/12

— CREDIT RISK —
CASH IN ADVANCE